

A stylized, light blue and green globe is visible in the background, showing the continents of North and South America.

Lights for Learning™

Fundraising with a Conscience

Sustainable Schools Symposium
Chicago, Illinois
April 9, 2010

The Source On Energy Efficiency



What's on Tap...

- Intro to MEEA
- Lights for Learning: A Primer
- How Are We Doing?
- Applying Funding
- Lessons We've Learned

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MEEA's Mission



MEEA is a collaborative network whose purpose is to advance energy efficiency to support sustainable economic development and environmental preservation.

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Why Energy Efficiency Matters

- Energy efficiency is the cheapest fuel there is (cheaper than coal, nuclear, wind, solar, bio-fuels)
- Broad appeal, easy to implement, fast, no NIMBYs
- Essential in combating climate change
- It's the Law!

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Why Energy Efficiency Matters ...to Schools

- **Energy = schools' second highest cost** after salaries (> computers + books)
- K-12 school districts spend **\$6 billion annually** on energy
- Reductions of 10 percent can be achieved at **little to no cost**
- Reductions of up to 30 percent can be achieved through smart behavior and sound investment

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Why Energy Efficiency Matters ...to Schools

Every dollar that pays an unnecessarily high energy bill could be spent for a far better purpose:

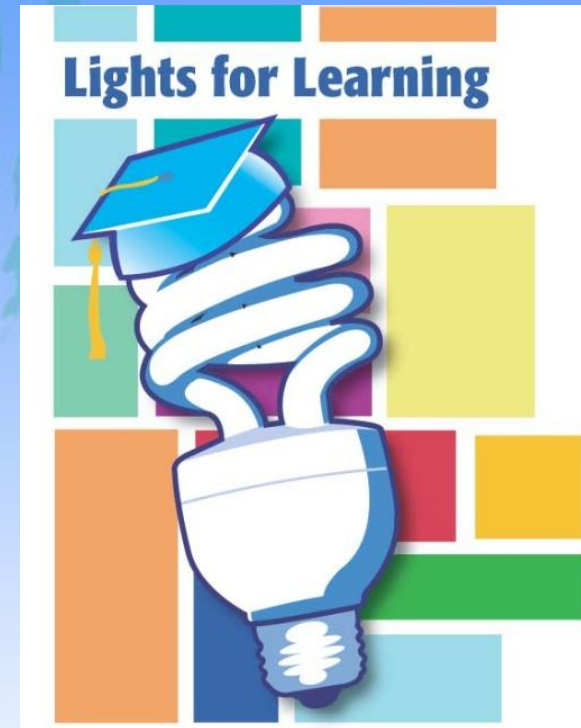
Teaching Children!

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Lights for Learning™

- School-Based Fundraiser
 - Kids sell CFLs/LEDs (not candy)
 - School keeps 60% funds raised
 - DCEO, Ameren, and ComEd fund the program
 - Hybrid fundraising/educational program



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Lights for Learning™

In-school presentations bring the energy efficiency message directly to our students



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Lights for Learning™

DCEO's Energy Bike helps turn an abstract concept into palpable understanding



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Lights for Learning

Students bring the energy efficiency conversation to their friends, the dinner table, and to their community.



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- Resources are provided to educators to
 - Grade- and subject-appropriate lesson plans give educators supplemental assistance
 - Fun, informative activities help perpetuate the message
 - Monthly newsletter to all program participants keep students inspired the whole year round



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- Fundraisers are provided with posters and other materials to help promote their cause
- Top performers are recognized through prize ceremonies and press releases
- We often see funds raised by student groups applied toward 'green' initiatives at school



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How Are We Doing?

“Schools in Illinois have had great success with the Lights for Learning™ program!”

“[L4L] provides a wonderful opportunity to establish life-long energy saving habits – something that will benefit everyone.”

- Peggy Chamness, formerly of DCEO

How Are We Doing?

“I felt the sale was environmentally friendly, fit well into the curriculum, invited questions, and motivated students to investigate answers.”

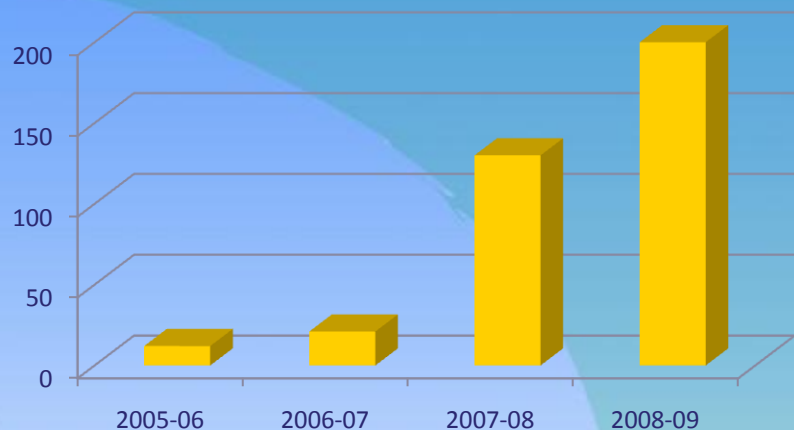
- Doug from Fulton County High School, Agricultural Center

“This is the perfect fundraiser - it's an item we all need, will use, helps the environment, reasonable and a great profit item for our school.”

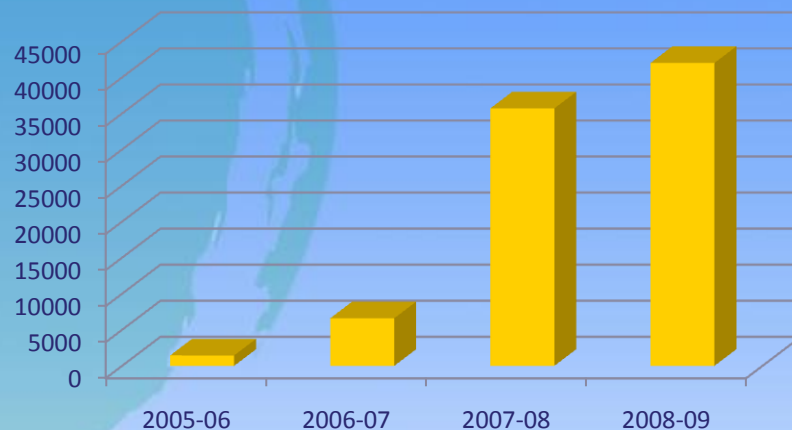
- Janet from St. Mary's Metamora

How Are We Doing?

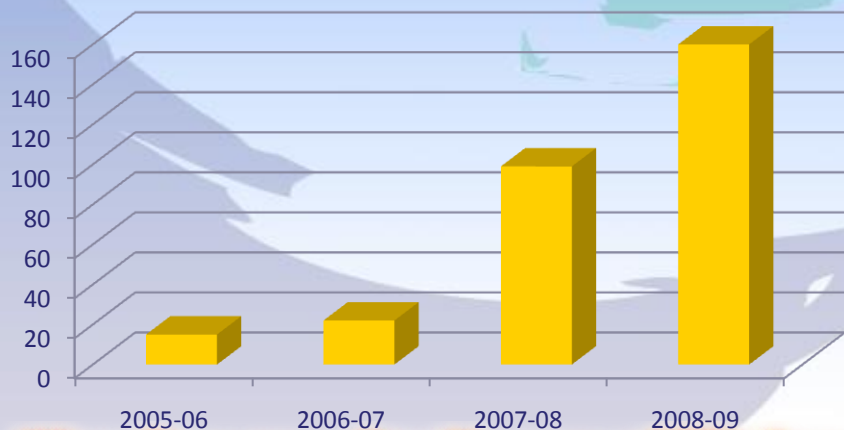
Presentations



Units Sold



Fundraisers



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On the Horizon...

- Expanded Online Presence
- Larger Product Offering
- More contests for students
- Micro-grants for schools
- School rivalries challenge
- Early retirement campaign



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Closing the Loop

Our Ideal Scenario:

- 1) School Participates
- 2) Gets Inspired
- 3) Raises Funds
- 4) Applies Funds in an Inspired Way



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A Shining Example...

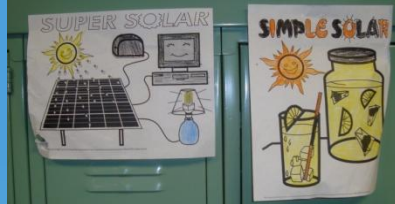
- St. Philip the Apostle School – Addison, IL
- Used L4L funds + variety of grants
- Outreach on recycling in community (PSAs, posters, classes)
- “Go Green” night, efforts to reduce lunch waste, installed solar panels on school

A Shining Example...



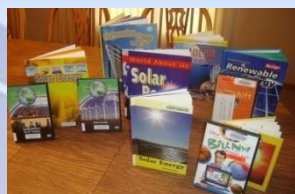
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- St. Philip the Apostle School

Solarbration



Putting funds to work

- Amos Alonzo Stagg HS, Palos Heights: Conversion of school courtyard to an active, sustainable nature center
- Balmoral Elementary School, Crete: Supplement BP A+ for Energy Grant
- Bloom HS, Chicago Heights: Continue alternative energy outreach program created by science teacher Barry Latham
- Campfire USA, IL Prairie Council, Lombard: Development of Campfire USA energy emblem
- Campus MS School for Girls, Urbana: Purchase of mosquito netting for an all-girls school in Sudan
- Deerfield Park District, Deerfield: Purchase of environmental teaching aids for park educational program
- Forest Park MS, Forest Park: Purchase of additional solar panel as a supplement to the schools already existing solar panels funded through the BP A+ for Energy Grant
- Golf Maine Park District, Niles: Fund a scholarship program for environmental awareness summer camp
- Keith Country Day School, Rockford: Purchase of a wind turbine for school
- O'Neill MS, Downers Grove: Ecology investigation activities
- Peoria County Farm Bureau 4-H Program, Peoria: Support cooperative 4-H Council green activities
- St. John the Baptist Catholic School, West Frankfort: Develop and promote a town-wide recycling initiative
- St. Phillip the Apostle School, Addison: Launch environmental awareness enrichment program
- Urbana HS, Urbana: Supplement grant designated for school wind turbine, 2011 project
- Woodland MS, Gurnee: Student landscaping efforts on school grounds

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School & Community Projects

- We can help!
- Logistical Support
- Examples
 - Project Change-Out
 - Master Speaker
 - Lights Out
 - Energy Dashboard
 - DDC Tune-ups



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ENERGY STAR is Your Friend

- ENERGY STAR Partnership – Show Commitment
- Target Finder – Set your Goals
- Portfolio Manager – Benchmark and Track
- ENERGY STAR Label – Get Recognized!
- Also, educational resources, financing info, etc.



ENERGYSTAR.GOV

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Get Involved!

Schools may participate through the end of May
(What are your plans for Earth Day?)

How Do You Shine Like an ENERGY STAR?

DEADLINE: April 16th



Spread the Word!

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Class Dismissed!

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